



U.S. General Services Administration

Federal Acquisition Service

Q1 2013 Quarterly Industry Meeting
Center for IT Schedule Program

November 1, 2012



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Welcome

- For Audio:
 - Dial-in: 1-888-455-9745
 - Passcode: 8858754
- Please enter your questions at any time during the presentation using the Q&A Pod
- We will allow plenty of time for Q&A at the end of the presentation
- You may download this presentation using the link on the right side of the screen (In the “Files” pod)
- For information related to our previous Quarterly Industry Meeting go to: <http://www.gsa.gov/portal/content/143023>



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Q1 2013 Quarterly Industry Meeting
Kay Ely
Director, Office of IT Schedule Programs

November 1, 2012

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Where have we been?

- Successfully migrated modifications and offers to eContracting
- Enhanced our training opportunities and utilized technology to expand our audience
- Implemented the No Sales Review process
- Implemented Small Business set-asides
- Added SIN 132-99 for Emerging Technology

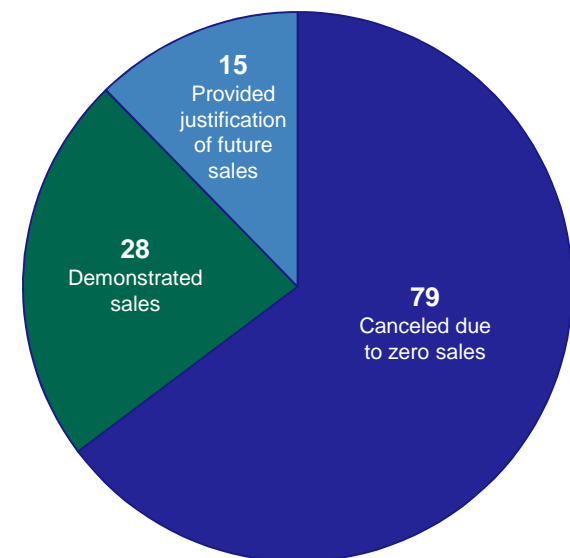


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FY12 No Sales Review

- Implemented the No Sales Review team
- Focused on contracts with zero sales
- In FY 12:
 - 122 contracts were reviewed
 - 79 of the contracts reviewed were canceled
 - 28 of the contracts reviewed demonstrated sales
 - 15 of the contracts reviewed provided adequate proof of future sales
 - Reported savings of \$253K in administrative costs

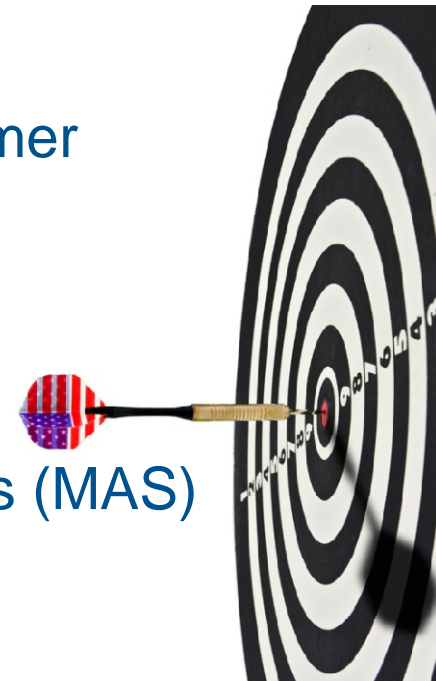
FY12 “No Sales” Review



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Where are we Going?

- Ensuring more direct engagement with the customer
- Increasing Federal market share
- Increasing State & Local market share
- Strategic Sourcing
- Productive contracts
- Consistency across the Multiple Award Schedules (MAS) program
- Continued focus on socio-economic programs
- Digitization and the move to 1800 F



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Customer Focus – Direct Engagement

- Identify targeted Customers to include State and Local
- Develop a tailored approach to each Customer
 - Understand their mission needs, not just our offerings
 - Provide training to key acquisition staff

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Increase Federal IT Market Share – How?

- Direct Customer focus
- Education outreach – train, train, and train!
- Taxpayer savings
- Further assist customers to negotiate additional discounts from GSA schedule pricing



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Continue Focus on Productive Contracts

- Productive = Sales
- Align resources to customer needs
- Continue the No Sales Review and include low sales contracts – in conjunction with Supplier Management
- Go where the business is
 - Improves customer service
 - Get items on contract faster
- Improve consistency and quality in contract administration

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Consistency in the MAS program

- MAS Modernization
- Standardization of Solicitations
- Joint operational notices with GSS
- Shared metrics and measures of success within MAS



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Continue Focus on Socioeconomic Programs

- 11,339 small business set-asides were created in eBuy from April – September 2012
- GSA created 139 set-aside RFQs during the last half of FY12
- GSA's small business goal for FY13 is 30%
- Educate Agency Customers
- No Sales review – goal is productive contracts



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Operational Update
Warren Blankenship
Division Director, IT Schedule Operations Division 2

November 1, 2012

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Please stand by
while our next
presenter joins us.



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Evergreen

- I-FSS-163 (*the Evergreen Clause*) remains under review as part of the rewrite to GSAM Part 538



The option exercise itself is a unilateral mod on the part of the government



The purpose of the option exercise is **NOT** to initiate multiple modifications to update the contract

- “Dual Contracts”
 - For vendors concerned about bidding on work that may exceed the POP of their IT Schedule 70 contract
 - Allows vendors to submit a new offer up to 12 months prior to their final Option period (i.e. in the 14th year of their contract)
 - If new contract is awarded, all new BPAs and task orders should be applied to the **NEW** IT Schedule contract

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End User License Agreements (EULAs)

- Turnaround time for legal review varies depending on workload and complexity – target is 30 days for completion
- In lieu of EULAs: Resellers may create a rider based on the minimum standard that the Government will accept
 - Legal developed a “fail chart” of standards
 - Request copy from your CO
- Working with General Counsel to refine the internal process
- Working with AM and OGP to address industry concerns
- Refining submission instructions and other terms and conditions

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Consistency/Quality

- Management team meets regularly to validate internal procedures to supplement the FAR and GSAM
- Division Directors, Branch Chiefs, and Team Leads implement procedures and develop additional guidance as required
- Training Center staff on resultant consistency decisions
 - Mandatory all-hands training sessions (in conjunction with Legal, Acquisition Management, etc.)
 - Mentor/protégé program within each branch
- Continue to work with MAS PMO to effect change on MAS initiatives, policy and guidance
 - Instructional Letters
 - Acquisition Letters
 - Operational Notices



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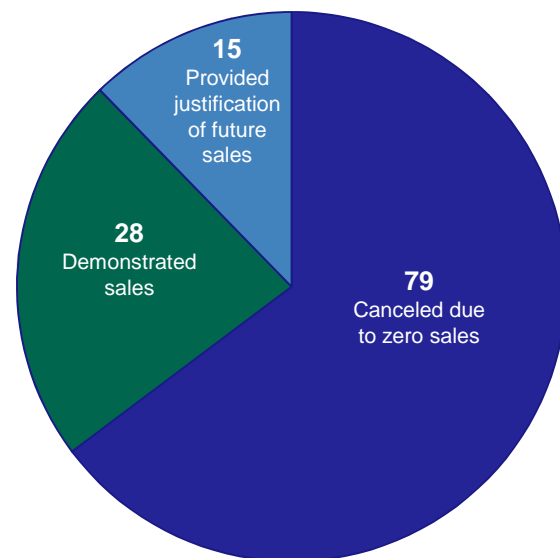
No Sales Initiative

- Productivity is the key
- Cross-organizational team continues to conduct research on Industry partners with no sales
- Based on findings, contract is either continued or canceled
- In FY13, expanding review to include “Low Sales” contracts

What is “Low Sales”?

Per clause I-FSS-639, the required minimum sales is \$25,000 during the first two years of the life of the contract, and \$25,000/yr each year thereafter. Any contract not meeting these thresholds may be identified as a “low sales contract”.

FY12 “No Sales” Review



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Capturing Sales in a Tight Market

- Keep your contract current and in compliance
 - GSA *Advantage!*
 - eLibrary
- Demonstrate our edge over competitive vehicles
 - Continue to market the IT Schedule 70 brand and our value
 - Vetted, proven vendors
 - TAA compliance
 - Streamlined acquisition
 - Voluntary price reductions
 - Shrinking budgets = cost savings is key



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Policy Update
Dennis Harrison
Director, Contract Cost & Price Analysis Division

November 1, 2012



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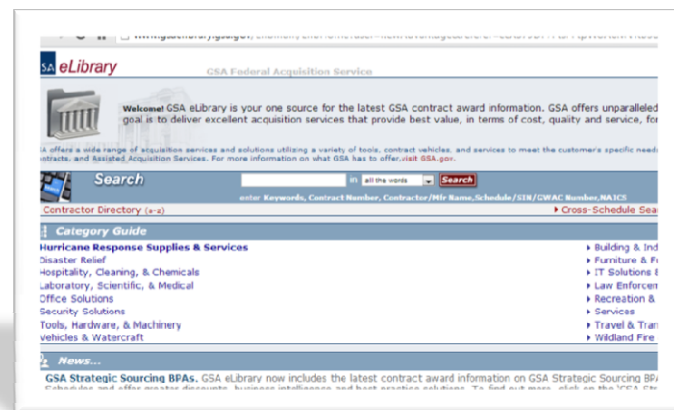
Demand Based Model

- GSA is working to review schedules and associated SINs:
 - Is Schedule over-saturated with vendors?
 - If so, potential options:
 - Close SIN
 - Close Schedule
- There are no immediate plans to apply the Demand Based Model to IT Schedule 70
- The Federal Register was amended on September 25, 2012 to allow comments

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Update of Price Lists

- Annually review your pricelist to avoid being removed from *GSA Advantage!*
- If removed, you can't review RFQs that are issued by customers via eBuy
- Avoid missing out on competitions and business opportunities
- Update price list in accordance with I-FSS-600
- Work with your IT Schedule 70 PCO



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Solicitation Refresh

- Seeking to ensure that clauses, provisions, and attachments are consistent with other GSA Schedules, where possible
- This is our effort to improve vendors' and customers' experience with Schedules
- Coordinate the release of the solicitation refresh with other Schedules
- Anticipated release date: December, 2012

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EULAs

- FAS is working to create consistent and clear terms and conditions
- We will still conduct an extensive review of EULAs
- Vendors are required to submit EULAs with each proposed software offering
- CO will review with assistance from Legal, and negotiate as required
- Existing submittal instructions are still applicable



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Outreach and Marketing
Angela D. Jones
Director, IT Market Development Division

November 1, 2012

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FY13 Sales Goals

- Increase Federal IT market share
- Increase State & Local market share by 25%





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Success through Partnership

- Customer Engagement
- Information Sharing



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Authorized Users of GSA Schedules

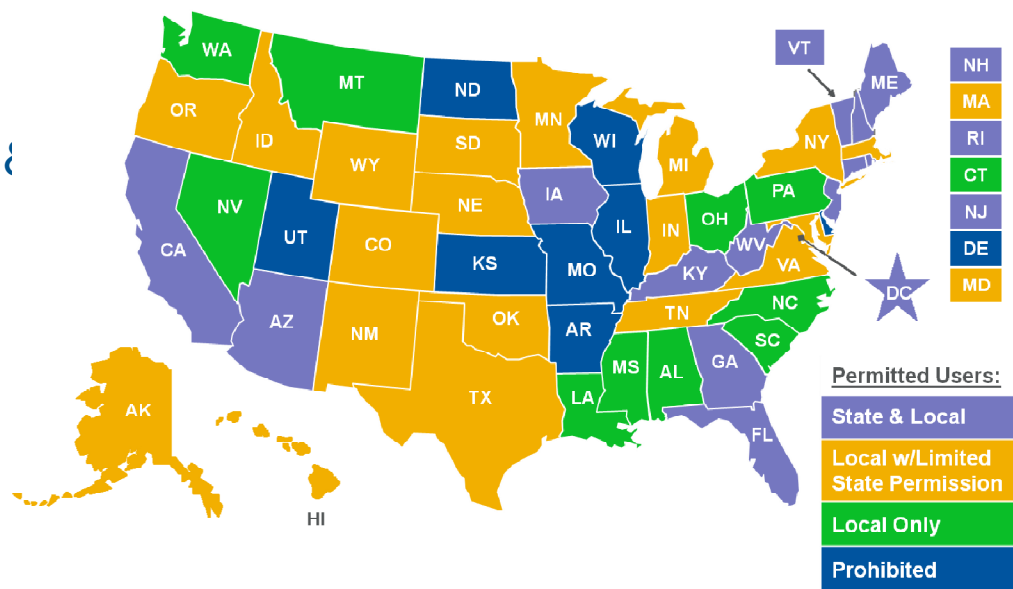
- Executive and Other Federal Agencies
 - See “Eligibility to Use GSA Sources of Supply and Services”
 - http://www.gsa.gov/graphics/fas/GSA_Order4800.2G_FS_SUA_FINAL_2-2-11.pdf



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State & Local Government

- Largely un-tapped market
- Enhance engagement with State & Local customer agencies
 - Education
 - Networking



State & Local Industry Analysis - ©2012 Deltek, Inc.
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Prerequisites for Marketing

- Define your niche
- Conduct market research
- Learn the rules
- Narrow your focus
- Create a marketing plan



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Market Research

- Who are your customers?
- Who are your competitors?

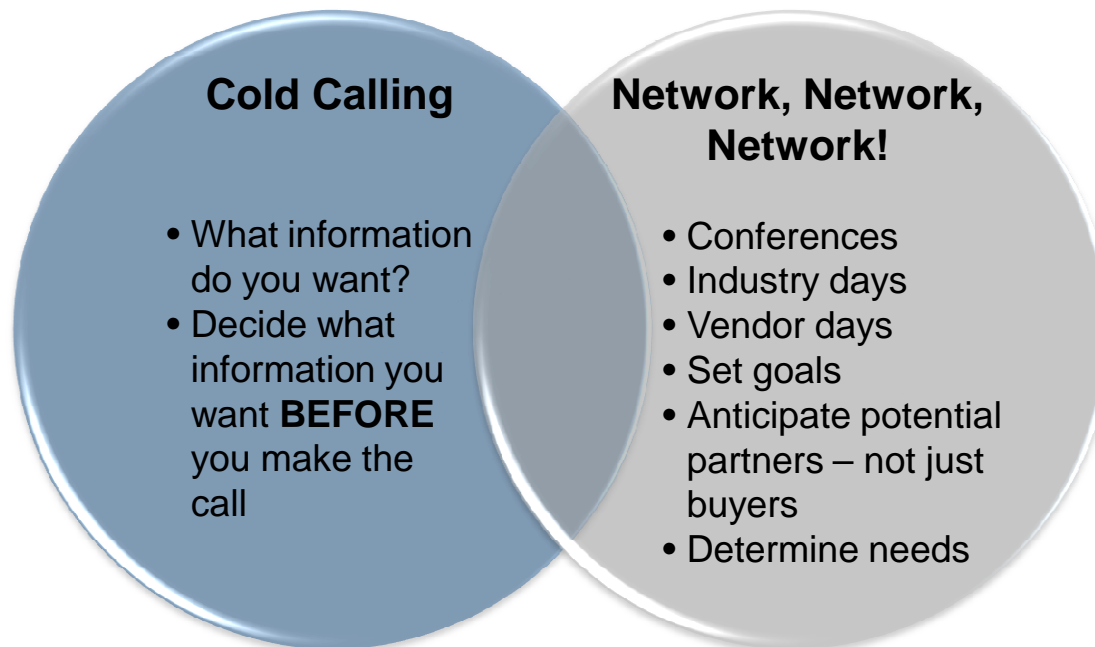
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Determine your Buyers' Needs and Purchasing Practices

- Federal Procurement Data System – www.FPDS.gov
- USASpending.gov
- FedBizOpps – www.fbo.gov
- Agency Forecast = Agency Needs
 - www.acquisition.gov
 - www.ITDashboard.gov
- Executive Orders, strategic plans, budgets, GAO reports, OIG reports
- *GSA Advantage!*® / Advantage Spend Analysis Program – www.asap.gsa.gov

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Seek/Create Opportunities





Follow-Up / Marketing Material

- Capability statement / marketing material
- Educate
- Follow-up

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Responding to an RFQ / Sources Sought

- Decide and notify – don't go in blindly
- Respond in order
- Ask questions
- Respond to ALL parts
- Follow directions
- Describe your process and unique value
- Spell check and grammar check
- Be neat
- Group review before submission



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What's Not Working???

- Not meeting sales criteria?
- Rejected bids, restrictive RFI, sources sought
- Revise your strategy
- Be persistent



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Utilize ALL Marketing Tools

- www.gsa.gov/logo
- Use images on *GSA Advantage!*®
- Consider attending large multi-agency conferences
- Federal agency vendor days
- Become a subject matter expert
- Utilize GSA welcome package material

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More Support

- IT Schedule 70 Helpline
 - IT.Center@gsa.gov
 - 1-877-446-4870
- 11 Regional GSA OSBU
 - www.gsa.gov/smallbizsupport
- Procurement Technical Assistance Centers
 - www.aptac-us.org
- Customer Service Directors
 - www.gsa.gov/CSD
- GSA Interact
 - Interact.gsa.gov

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Questions?

- Please submit your questions via the Q&A Pod in the right bottom corner of your screen.

